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on behalf of Jeremy Kauffman <jeremy@lbry.io> [jeremy@lbry.io]
Sent: 12/11/2017 6:40:03 PM
To: Jamie Goldstein [jamie@pillar.vc]
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Subject: Next Steps

My/our priorities moving forward in three key areas:

- Funding
 - Goal: build up 12-18 months in operating expenses
 - Actions
 - Roll out in-app crypto exchange, for baseline of usage (happened today! it's kind of mediocre though!)
 - Begin selling LBC to users and other desiring buyers
 - Do a test offering for existing users, giving them the choice between a one-shot of credits or credits over time (to establish preferences of a subscription vs. one-shot, as well as participation baseline). This will be limited to a relatively small dollar amount (~\$100).
 - Based on results from test offering, prepare for larger campaign
 - Or, decide to just sell 1m credits/month on markets
- Network reliability
 - Begin researching whether another data layer makes sense (IPFS, BitTorrent, or others) (already started)
 - Prioritize adding an expert here (already started and one meeting with candidate set)
- Hiring / Finding COO or CGO
 - Most uncertain as how to proceed here
 - Can you share links with potential services to look at?

Thanks for discussing these issues with me and helping to keep me focused.

Cheers,

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